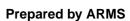




		Counties: Franklin, AL
00,00	2000 Total Population	31,223
	2000 Group Quarters	402
	2008 Total Population	31,220
	2013 Total Population	31,125
	2008 - 2013 Annual Rate	-0.06%
0.0	2000 Households	12,259
48	2000 Average Household Size	2.51
41 1 f	2008 Households	12,386
	2008 Average Household Size	2.49
	2013 Households	12,376
	2013 Average Household Size	2.48
	2008 - 2013 Annual Rate	-0.02%
	2000 Families	8,954
	2000 Average Family Size	2.97
	2008 Families	8,948
	2008 Average Family Size	2.98
	2013 Families	8,857
	2013 Average Family Size	3
	2008 - 2013 Annual Rate	-0.2%
	2000 Housing Units	13,749
	Owner Occupied Housing Units	66.2%
	Renter Occupied Housing Units	22.9%
	Vacant Housing Units	10.8%
	2008 Housing Units	14,275
	Owner Occupied Housing Units	64.4%
	Renter Occupied Housing Units	22.3%
	Vacant Housing Units	13.2%
	2013 Housing Units	14,411
	Owner Occupied Housing Units	63.6%
	Renter Occupied Housing Units	22.3%
	Vacant Housing Units	14.1%
	Median Household Income	
	2000	\$27,183
	2008	\$31,643
	2013	\$34,860
	Median Home Value	ψο 1,000
	2000	\$60,702
	2008	\$86,944
	2013	\$90,023
	Per Capita Income	
	2000	\$14,814
	2008	\$16,682
	2013	\$17,989
	Median Age	
	2000	36.7
	2008	38.6
	2013	40.4
	20.0	

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

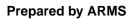




2000 Households by Income	
Household Income Base	12,247
< \$15,000	28.2%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999 \$400,000 - \$440,000	5.7%
\$100,000 - \$149,999 \$450,000 - \$400,000	2.8%
\$150,000 - \$199,999 \$200,000 :	0.3%
\$200,000+ Average Household Income	0.8% \$37,178
2008 Households by Income	ψο1,110
Household Income Base	12,386
< \$15,000	22.8%
\$15,000 - \$24,999	16.9%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.7%
\$200,000+	0.8%
Average Household Income	\$41,663
2013 Households by Income	
Household Income Base	12,376
< \$15,000	21.1%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	0.7%
\$200,000+	0.9%
Average Household Income	\$44,806
2000 Owner Occupied HUs by Value	0.440
Total	9,110
<\$50,000 \$50,000	40.1%
\$50,000 - 99,999 \$400,000 - 440,000	40.6%
\$100,000 - 149,999 \$150,000 - 100,000	11.6%
\$150,000 - 199,999 \$200,000 - \$299,999	4.7% 2.4%
\$200,000 - \$299,999 \$300,000 - 499,999	2.4% 0.2%
\$500,000 - 499,999 \$500,000 - 999,999	0.2%
\$500,000 - 999,999 \$1,000,000+	0.2%
Average Home Value	\$73,179
2000 Specified Renter Occupied HUs by Contract Rent	Ψ. O, 11 O
Total	2,961
With Cash Rent	87.7%
No Cash Rent	12.3%
Median Rent	\$237
Average Rent	\$223

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



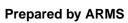




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	Counties: Franklin, AL
2000 Population by Age	
Total	31,223
0 - 4	6.4%
5 - 9	7.0%
10 - 14	6.9%
15 - 19	7.0%
20 - 24	6.5%
25 - 34	13.7%
35 - 44	14.3%
45 - 54	13.0%
55 - 64	10.4%
65 - 74	8.2%
75 - 84	4.9%
85+	1.7%
18+	75.5%
2008 Population by Age	
Total	31,220
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.3%
15 - 19	6.2%
20 - 24	5.8%
25 - 34	13.9%
35 - 44	13.9%
45 - 54	14.0%
55 - 64	12.0%
65 - 74	8.2%
75 - 84	4.8%
85+	2.0%
18+	77.2%
2013 Population by Age	
Total	31,125
0 - 4	6.4%
5 - 9	6.0%
10 - 14	6.2%
15 - 19	6.3%
20 - 24	5.7%
25 - 34	11.9%
35 - 44	13.8%
45 - 54	14.5%
55 - 64	13.3%
65 - 74	8.2%
75 - 84	5.1%
85+	2.3%
18+	77.5%
2000 Population by Sex Males	49.1%
Females	49.1% 50.9%
2008 Population by Sex	50.9%
Males	49.3%
Females	50.7%
2013 Population by Sex	
Males	49.4%
Females	50.6%



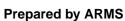




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SA	2000 Population by Race/Ethnicity	
	Total	31,223
	White Alone	89.7%
	Black Alone	4.2%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	0.2%
	Some Other Race Alone	4.6%
	Two or More Races	1.0%
	Hispanic Origin	7.4%
	Diversity Index	30.5
	2008 Population by Race/Ethnicity	
	Total	31,220
	White Alone	89.4%
	Black Alone	4.4%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	0.2%
	Some Other Race Alone	4.8%
	Two or More Races	1.0%
	Hispanic Origin	7.6%
	Diversity Index	31.2
	2013 Population by Race/Ethnicity	
	Total	21 125
	White Alone	31,125 89.4%
	Black Alone	4.4% 0.3%
	American Indian Alone Asian or Pacific Islander Alone	0.3%
	Some Other Race Alone	
		4.8%
	Two or More Races	1.0%
	Hispanic Origin	7.6%
	Diversity Index	31.2
2 .	2000 Population 3+ by School Enrollment	
H	Total	30,102
7	Enrolled in Nursery/Preschool	1.0%
	Enrolled in Kindergarten	1.4%
	Enrolled in Grade 1-8	12.3%
	Enrolled in Grade 9-12	5.1%
	Enrolled in College	2.9%
	Enrolled in Grad/Prof School	0.2%
	Not Enrolled in School	76.9%
	2008 Population 25+ by Educational Attainment	
	Total	21,514
	Less than 9th Grade	12.4%
	9th - 12th Grade, No Diploma	19.7%
	High School Graduate	33.2%
	Some College, No Degree	17.8%
	Associate Degree	5.8%
	Associate Degree Bachelor's Degree	5.6% 6.7%
	Graduate/Professional Degree	
	Graduate/Frotessional Degree	4.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







©2008 ESRI

Counties: Franklin, AL

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(Ö) C	2008 Population 15+ by Marital Status	
\	Total	25,269
	Never Married	19.4%
	Married	61.6%
	Widowed	8.7%
	Divorced	10.3%
110n	2000 Population 16+ by Employment Status	
FEE	Total	24,493
·	In Labor Force	56.6%
	Civilian Employed	53.4%
	Civilian Unemployed	3.2%
	In Armed Forces	0.0%
	Not in Labor Force	43.4%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	94.5%
	Civilian Unemployed	5.5%
	0040 Ot 18 - Per 14t - 40 - teleple Ferri	
	2013 Civilian Population 16+ in Labor Force	05.00/
	Civilian Employed	95.0%
	Civilian Unemployed	5.0%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	12,665
	Own Children < 6 Only	7.3%
	Employed/in Armed Forces	3.6%
	Unemployed	0.4%
	Not in Labor Force	3.4%
	Own Children < 6 and 6-17 Only	5.0%
	Employed/in Armed Forces	2.7%
	Unemployed	0.2%
	Not in Labor Force	2.1%
	Own Children 6-17 Only	18.6%
	Employed/in Armed Forces	12.9%
	Unemployed	0.6%
	Not in Labor Force	5.1%
	No Own Children < 18	69.1%
	Employed/in Armed Forces	26.5%
	Unemployed	1.6%
	Not in Labor Force	41.0%
		111010



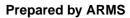




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Total 12,981
Total 12,98t Agriculture/Mining 3.2° Construction 7.2° Manufacturing 30.2° Wholesale Trade 4.1° Retail Trade 11.2° Transportation/Utilities 5.8° Information 0.7° Finance/Insurance/Real Estate 3.8° Services 31.0° Public Administration 2.9° 2008 Employed Population 16+ by Occupation 12.98t White Collar 40.2° White Collar 40.2° Management/Business/Financial 8.7° Professional 3.2° Sales 9.2° Administrative Support 9.0° Services 13.5° Blue Collar 46.3° Farming/Forestry/Fishing 1.2° Construction/Extraction 7.9° Installation/Maintenance/Repair 7.0° Production 18.3° Transportation/Material Moving 11.9° 2000 Workers 16+ by Means of Transportation to Work 79.0° <t< th=""></t<>
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Wholesale Trade 4.19 Retail Trade 11.29 Transportation/Utilities 5.89 Information 0.77 Finance/Insurance/Real Estate 3.10 Services 31.09 Public Administration 2.99 2008 Employed Population 16+ by Occupation 1.298 White Collar 40.29 Management/Business/Financial 8.79 Professional 13.44 Sales 9.29 Administrative Support 9.09 Services 13.59 Blue Collar 46.39 Farming/Forestry/Fishing 1.29 Construction/Extraction 7.99 Installation/Maintenance/Repair 7.99 Installation/Maintenance/Repair 7.99 Production 18.39 Transportation/Material Moving 11.99 2000 Workers 16+ by Means of Transportation to Work 79.09 Carpooled - Car, Truck, or Van 79.09 Carpooled - Car, Truck, or Van 9.59 Walked 1.09 Other Mean
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Installation/Maintenance/Repair 7.0% Production 18.3% Transportation/Material Moving 11.9% 2000 Workers 16+ by Means of Transportation to Work 12,83% Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Production 18.3% Transportation/Material Moving 11.9% 2000 Workers 16+ by Means of Transportation to Work 12,838 Total 12,838 Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Transportation/Material Moving 11.9% 2000 Workers 16+ by Means of Transportation to Work 12,838 Total 12,838 Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
2000 Workers 16+ by Means of Transportation to Work Total 12,839 Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Total 12,838 Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Total 12,838 Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Drove Alone - Car, Truck, or Van 79.0% Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Carpooled - Car, Truck, or Van 16.4% Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Public Transportation 0.5% Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Walked 1.0% Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Other Means 0.7% Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
Worked at Home 2.5% 2000 Workers 16+ by Travel Time to Work
2000 Workers 16+ by Travel Time to Work
T / I
Total 12,839
Did Not Work at Home 97.5%
Less than 5 minutes 4.49
5 to 9 minutes 13.9%
10 to 19 minutes 32.8%
20 to 24 minutes 10.7%
25 to 34 minutes 15.7%
35 to 44 minutes 5.6%
45 to 59 minutes 6.9%
60 to 89 minutes 4.9%
90 or more minutes 2.6%
Worked at Home 2.5%
Average Travel Time to Work (in min) 24.
2000 Households by Vehicles Available
Total 12,25
None 8.3%
1 29.4%
2 39.0%
3 4
4 5.7%
5+
Average Number of Vehicles Available 1.9







12,259 73.0%

0.0	2000 Households by Type	
	Total	
4111	Family Households	
	Married-couple Family	
	With Related Children	
	Other Family (No Spouse	

Married-couple Family	59.2%
With Related Children	26.4%
Other Family (No Spouse)	13.8%
With Related Children	8.8%
Nonfamily Households	27.0%
Householder Living Alone	24.5%
Householder Not Living Alone	2.4%

Households with Related Children	35.2%
Households with Persons 65+	27.0%

2000 Households by Size

Total	12,259
1 Person Household	24.5%
2 Person Household	34.1%
3 Person Household	19.3%
4 Person Household	14.3%
5 Person Household	5.2%
6 Person Household	1.6%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

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Total	12,259
Moved in 1999 to March 2000	17.4%
Moved in 1995 to 1998	24.1%
Moved in 1990 to 1994	16.8%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	13.7%
Moved in 1969 or Earlier	12.7%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure Total

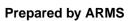
13,749
70.7%
0.8%
2.7%
2.4%
2.4%
0.6%
1.6%
18.6%
0.2%

2000 Housing Units by Year Structure Built

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Total	13,749
1999 to March 2000	2.1%
1995 to 1998	8.3%
1990 to 1994	7.3%
1980 to 1989	17.7%
1970 to 1979	21.8%
1969 or Earlier	42.8%
Median Year Structure Built	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.







Top 3 Tapestry Segments

Southern Satellites
Salt of the Earth
Heartland Communities

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue.	dany exclusives consumer openanty accepted of
Apparel & Services: Total \$	\$15,200,566
Average Spent	\$1,227.24
Spending Potential Index	46
Computers & Accessories: Total \$	\$1,513,492
Average Spent	\$122.19
Spending Potential Index	51
Education: Total \$	\$7,525,279
Average Spent	\$607.56
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$27,998,939
Average Spent	\$2,260.53
Spending Potential Index	61
Food at Home: Total \$	\$36,369,027
Average Spent	\$2,936.30
Spending Potential Index	60
Food Away from Home: Total \$	\$24,183,505
Average Spent	\$1,952.49
Spending Potential Index	57
Health Care: Total \$	\$34,648,248
Average Spent	\$2,797.37
Spending Potential Index	68
HH Furnishings & Equipment: Total \$	\$14,329,795
Average Spent	\$1,156.93
Spending Potential Index	50
Investments: Total \$	\$4,668,609
Average Spent	\$376.93
Spending Potential Index	37
Retail Goods: Total \$	\$202,771,050
Average Spent	\$16,370.99
Spending Potential Index	60
Shelter: Total \$	\$92,692,865
Average Spent	\$7,483.68
Spending Potential Index	48
TV/Video/Sound Equipment: Total \$	\$10,117,240
Average Spent	\$816.83
Spending Potential Index	57
Travel: Total \$	\$11,933,607
Average Spent	\$963.48
Spending Potential Index	51
Vehicle Maintenance & Repairs: Total \$	\$7,312,917
Average Spent	\$590.42
Spending Potential Index	59

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.